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## Obesity rate doubles as food companies fatten up Americans like cows with “health at any size” propaganda campaign

07/19/2024 // Ethan Huff // **1.4K** Views



Tags: anti-dieting, bad doctors, badfood, badhealth, Big Food, brainwashed, culture wars, dangerous doctors, deception, fast food, fat, fat shaming, food science, Frankenfood, General Mills, health at any size, insanity, junk food, left cult, lies, obesity, propaganda, stop eating poison, woke mob, wokies



To keep Americans gobbling down their chemical-laced, genetically modified (GMO) poisons with glee, processed food giants like General Mills are [pushing a "health at any size" narrative](#) that presents obesity and chronic illness as trendy and "woke."

The goal is to convince as many Americans as possible that being fat and sick is completely normal, all so they continue buying sugar- and preservative-filled feed slop that fattens them up like cows for slaughter.

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Jaye Rochon learned this the hard way after she bought the "health at any size" mantra and quickly gained 50 pounds. Rochon was already overweight to begin with, so that extra 50 pounds brought her up to a very unhealthy 300 pounds.

Rochon fell for the lies being peddled by General Mills that "anti-dieting" is a scientifically proven strategy to get and stay healthy at any weight. The 51-year-old video editor from Wausau, Wisc., now knows that the food industry's "anti-diet research" is a total sham, as is the idea that "food shaming" causes harm.

"They made me feel like I was safe eating whatever the hell I wanted," Rochon told *The Washington Post*, which ran [a profile](#) on her and her story.

(Related: [Learn more](#) about how the Obesity Industrial Complex pushes junk food on children from an early age so they grow up to be fat, sluggish pharmaceutical junkies.)

# Nestlé also pays dietitians to shove unhealthy junk food in people's faces

In the case of General Mills, the company showers registered dietitians with cash and gifts in exchange for their support of the #DerailTheShame social media movement, which is similar to the pro-drugs movement behind Big Pharma.

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Just like how the pharmaceutical industry showers doctors with cash, fancy dinners and vacations, and gifts for pushing pharmaceuticals and vaccines on their patients, General Mills is essentially bribing dietitians to promote junk food to their patients.

General Mills sponsors social media "influencers" whose job it is to influence the gullible. The company also pays a sizable team of lobbyists to push back against federal policies that aim to clean up the food supply and promote real health through non-obesity.

"You can help derail the cycle of shame," said Amy Cohn, General Mills' senior manager for nutrition and external affairs, in an anti-diet diatribe she delivered at a national food conference last fall.

"People need to feel heard and seen to break the cycle of shame around weight loss and eating," tweeted Kathryn Lawson, a dietitian who works at Nestlé, during the conference at which Cohn spoke.

An analysis of 6,000 social media posts shared by 68 dietitians with more than 10,000 followers found that about 40 percent of them use this same anti-diet language, the vast majority of them taking money from food, beverage and supplement companies. All in all, these propagandists have reached around nine million people with their propaganda.

In 2023, no fewer than 10 dietitians promoted General Mills cereals on TikTok and Instagram using the hashtag #DerailTheShame. Many of the posts depicted personalized Cheerios boxes, Cheerios being one of General Mills' most iconic cereal brands.

Last November, an "anti-diet" dietitian named Cara Harbstreet promoted Cinnamon Toast Crunch and Trix on her TikTok account, advocating for "fearlessly nourishing meals, including cereal." In Harbstreet's case, she at least included the hashtag #sponsored to indicate that she was paid to be cringe.

"Americans are being poisoned and turned into a bunch of fat, gay retards," one commenter wrote. "Obesity is increasing. IQs are decreasing. Fertility is decreasing. Mortality is increasing. Enjoy the peaceful genocide. Just be sure to get some of the good footage of it on your cell phone."

The latest news about America's polluted food supply can be found at [StopEatingPoison.com](https://stopeatingpoison.com).

### Sources for this article include:

[ZeroHedge.com](https://zerohedge.com)

[WashingtonPost.com](https://washingtonpost.com)

[NaturalNews.com](https://naturalnews.com)

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An advertisement for Health Ranger Select Organic Extra Virgin Coconut Oil. The image shows a large white bucket and a smaller jar of the oil, both with labels that read "Health Ranger Select ORGANIC EXTRA VIRGIN COCONUT OIL". A small wooden bowl filled with coconut oil is also visible. The background is a tropical beach scene with palm trees and a blue sky. Text on the right side of the image reads: "Health Ranger Select ORGANIC EXTRA VIRGIN COCONUT OIL is finally Back in Stock at the HRS!". Below this text is a list of bullet points: "• A versatile and nutritious healthy oil that is packed with medium-chain fatty acids", "• Non-GMO, non-China, certified Kosher and organic", and "• Lab tested for glyphosate, heavy metals and microbiology". At the bottom right, there is a "SHOP NOW &gt;" button and two circular logos: "USDA ORGANIC" and "GLYPHOSATE FREE".

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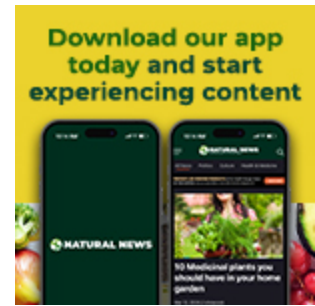
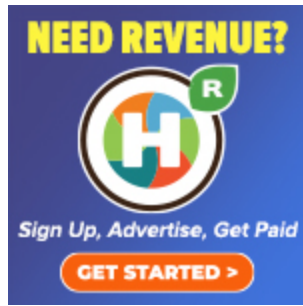
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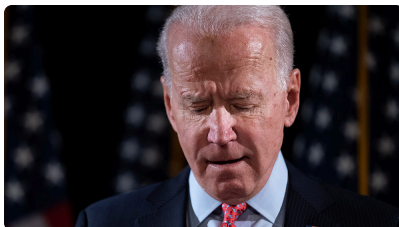
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